



News and Updates from The U.S. Commercial Service In South Africa

Johnny Brown
Minister Counselor for Commercial Affairs
U.S. Embassy, Pretoria

Volume 2, Issue 7
October 18, 2002

For more updates, see
our web site:
www.ussatrade.co.za

BuyUSA.com celebrates its first birthday!

October marks the first anniversary of BuyUSA.com, and what a successful year it has been!



The "click and mortar" brainchild of US Commercial Service and IBM has resulted in over 85 documented transactions between US companies and international partners worth over US\$16 million, and the trend to is set to continue.

BuyUSA brings together international buyers and US sellers at a touch of a button. And best of all ... it's free! All you need to do is contact us, and we will ensure that your company is included in the database. For more information, please contact Estelle Welgens on (011) 778-4800 or email: estelle.welgens@mail.doc.gov



April 11 – 13, 2003
Washington Convention Center
Washington, DC

Shopping for a lucrative franchise opportunity? Want to be your own boss? Then take advantage and visit the 12th annual International Franchise Expo 2003, in Washington DC.

Meet with hundreds of U.S. franchise exhibitors, spanning more than 75 different sectors. Participate in lively conferences and seminars, carefully designed to meet each individual's needs:

- Track 1 introduces the concept of

franchising and how to evaluate a U.S. franchise system for your market,

- Track 2 discusses how to franchise your business,
- Track 3 looks at acquiring a Master Franchise for your territory and the process of negotiation and selection of such a license.

The conferences and seminars are presented by experts well respected within the international franchise community.

Sign up and become part of our delegation and enjoy a 50% discount on conferences, special hotel rates, plus our value added services, such as a matchmaking survey and one-on-one meetings.

For more information on how to take advantage of this exciting opportunity, call Felicity Nagel on: 021 421 4280 x2231, or email: felicity.nagel@mail.doc.gov



Commercial News Flash USA is a product of the US Commercial Service in South Africa. Please direct questions or comments to the Editor, Larry Farris at 021 421-4280 or larry.farris@mail.doc.gov

Address change? Know someone who would like to receive **Commercial News USA** and **Commercial News Flash USA**? Contact us at Fax 021 421-4269 or email jaisvir.sewpaul@mail.doc.gov

U.S. Commercial Service in South Africa

<http://www.ussatrade.co.za>

Johannesburg
15 Chaplin Road
Illovo 2196
Tel: +27 11 778-4800
Fax: +27 11 442-3761 / 3770 / 8818
johannesburg.office.box@mail.doc.gov

Cape Town
Montecarlo Building 4th floor
Heerengracht St.
Foreshore, Cape Town 8000
Tel: +27 21 421-4280
Fax: +27 21 421-4269
cape.town.office.box@mail.doc.gov

Durban
Old Mutual Building
30th Floor
303 West Street
Durban, 4001
Phone: +27 31 305 7600
Fax: +27 31 305 7610
durban.office.box@mail.doc.gov

U.S. Commercial Service in South Africa Welcomes New Additions

Jon L Kuehner joins our Durban branch as the new Principal Commercial Officer this month. Jon brings with him extensive experience from different corners of the world. His previous assignments include serving as Director of Trade Promotion in Commercial Service Mexico, as well as Director of the U.S. Commercial Center, Jakarta, Indonesia and as Commercial Consul in São Paulo Brazil. Before joining the Foreign Commercial Service in 1989, Mr. Kuehner had accumulated 12 years of international business development experience as the Regional Manager for Eaton Corporation and Durametallic Corporation in Manila, Philippines. Mr. Kuehner left the private sector in 1985 to accept the position of Director of International Trade for the Iowa Department of Economic Development. During his tenure he traveled extensively with the governor to the Soviet Union, Europe and Asia.

Wanda Barquin joined the Commercial Service in Johannesburg in September. A career Foreign Commercial Service Officer, she has served in numerous posts including the US Embassy in Caracas, Venezuela and the U.S. Consulate General in Tijuana, Mexico. She also served in temporary duty assignments in Buenos Aires, and she has worked as Project Manager for Latin America at the Commerce Department's Advocacy Center in Washington, DC and as Senior Policy Analyst for the National Tourism Office (formerly known as USTTA). Ms. Barquin began her professional career in the private sector and primarily worked in the hospitality industry in Argentina and the United States.

NEED FINANCE TO SUPPORT YOUR U.S. IMPORTS?

The following are US government agencies that can help to support US investment abroad or exports of US made goods and services:

US Export-Import Bank (Exim), provides a range of finance and guarantee programs to exporter and importers of US-made products. www.exim.gov/africa-i/index.html

US Overseas Private Insurance Corporation (OPIC) helps with political risk insurance and project finance for US companies investing in overseas markets. www.opic.gov/

US Trade Development Agency (TDA) funds feasibility studies, orientation visits to the US, specialized training workshops and technical assistance for projects with US import content. www.tda.gov/

US Foreign Agricultural Service (FAS) assists in providing information on markets for US agricultural and food products and administers loan and credit guarantee programs to support US export in agricultural commodities and trade promotion programs. www.fas.usda.gov/